

Assembly Concurrent Resolution No. 92

RESOLUTION CHAPTER 126

Assembly Concurrent Resolution No. 92—Relative to the California Arts Council.

[Filed with Secretary of State September 24, 2001.]

LEGISLATIVE COUNSEL'S DIGEST

ACR 92, Firebaugh. California Arts Council.

This measure would recognize and extend congratulations to the California Arts Council on its 25th anniversary and join in the commemoration of the council's "The Year of the Arts—2001" campaign. This measure also would declare October 10, 2001, as California Arts Day.

WHEREAS, The year 2001 marks the 25th anniversary of the California Arts Council, which was established in 1976 to encourage artistic awareness, participation, and expression in the arts; and

WHEREAS, The stated mission of the California Arts Council is to make available and accessible quality art that reflects all of California's diverse cultures; to support the state's broad economic, educational, and social goals through the arts; to provide leadership for all levels of the arts community; and to present effective programs that add a further dimension to our cities, our schools, our jobs, and our creative spirit; and

WHEREAS, Nonprofit arts contribute more than \$2 billion to California's economy and \$100 million in state and local tax revenues and provide 150,000 nonprofit arts jobs and an additional 500,000 in commercial entertainment sector jobs; and

WHEREAS, The arts in California are a strong magnet for cultural tourists, resulting in hundreds of millions of dollars annually in spending on food, transportation, and lodging; and

WHEREAS, Research has shown that there is a significant relationship between school children involved in expansive arts programs and increased creative, cognitive, and personal skills needed for academic success; and

WHEREAS, Arts partnership programs give at-risk and underprivileged youth access to the resources needed for lifetime success in the workplace, universities, schools, churches, businesses, and social service agencies; and

WHEREAS, The arts develop essential skills such as creativity, perception, and imagination that fuel California's high-tech and



entertainment industries, which are the state's most economically lucrative sectors; and

WHEREAS, As part of its 25th Anniversary celebration, the California Arts Council has launched "The Year of the Arts—2001," a major public outreach and public awareness campaign to generate support for the importance and impact of the arts in California; and

WHEREAS, "The Year of the Arts—2001" is the first major public and private sector partnership in the arts designed to build a media and press foundation as the first phase of a multiyear effort to increase public valuation of the arts; and

WHEREAS, The campaign has two simple messages: (1) that the arts are important to California's economy, to the education and job preparedness of our children, and to civic life throughout the state, and (2) that the arts are everywhere in terms of educating and informing the public about the breadth and depth of the arts in California; and

WHEREAS, The California Arts Council and the California Department of Parks and Recreation are cooperating in a joint pilot project to bring performing artists to 15 state park venues; and

WHEREAS, In addition to these special events, "The Year of the Arts—2001" will sponsor arts activities throughout the year, such as recognizing July as Multicultural Arts Month; August as Music Month; September as Theater Month; October as National Arts and Humanities Month, including October 10th as California Arts Day; November as Folk Arts Month; and December as Local Arts Month; and

WHEREAS, These special events, commemorations, and other local community events will help change the perception that the arts are not merely a luxury, but an integral part of the economic, educational, and social fabric of our state and our nation; now, therefore, be it

Resolved by the Assembly of the State of California, the Senate thereof concurring, That the Legislature of the State of California hereby recognizes and extends congratulations to the California Arts Council on its 25th anniversary and joins in the commemoration of the California Arts Council's "The Year of the Arts—2001" campaign; and be it further

Resolved, That October 10, 2001, is hereby declared California Arts Day; and be it further

Resolved, That the Chief Clerk of the Assembly transmit copies of this resolution to the author for appropriate distribution.

